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About Us - CARE International in Pakistan

Founded in 1945, CARE is a leading international nongovernmental organization delivering long-term developmental and humanitarian aid projects.

CARE started its operations in Pakistan as CARE International in Pakistan (CIP) in 2005 and is currently registered in the country with the Ministry of Interior and Economic Affairs Division, Government of Pakistan. Since its establishment, CIP has worked across all geographies in Pakistan - from the most vulnerable remote areas to urban centers - to support people in overcoming poverty through creating opportunities for self-reliance based on the humanitarian principles of impartiality and neutrality.

VISION

We seek a world of hope, inclusion and social justice, where poverty has been overcome and all people live in dignity and security.

MISSION

Save lives, defeat poverty, and achieve social justice.

FOCUS

We put women and girls in the center because we know that we cannot overcome poverty until all people have equal rights and opportunities.

To ensure that CIP's work has a lasting impact, we work by building alliances and partnerships with government, private sector, local communities and civil society organizations that offer complementary approaches. We commit to working in ways that support and reinforce, not replace, existing capacities.

Message from the Country Director



CIP is operational in Pakistan since 2005, working in partnership with a wide range of civil society organizations, social enterprises, and hundreds of community-based partner organizations across the country to save lives, end poverty and fight social injustice. This annual report stipulates the overall work of CIP in 2021. This is the articulation of the role CIP is playing and will continue to achieve CARE international's global vision 2030.

The year 2021 saw a devastating impact on the national economy due to the COVID-19 pandemic. Thousands of people lost their livelihoods, there was an immense pressure placed on our national health sector and we witnessed unprecedented adverse effects of climate change and natural disasters around us which resulted in poverty and hunger.

CIP played a pivotal role in the national COVID-19 response by strengthening the healthcare system in fifteen districts of Pakistan. By working in coordination with national, provincial and district government departments we were able to identify the needs of hospitals and healthcare workers, which allowed us to develop comprehensive medical equipment packages to bolster and strengthen the health provision system.

We utilized a hybrid media communications approach to tackle COVID-19 myths and hesitancy in the country for vaccination with targeted awareness and sensitization messaging by followWe dedicated all our resources to respond to different emergencies in 2021 including an earthquake in Harnai as well as heat and cold waves that hit the country. Our teams equipped the affected populations in Khyber Pakhtunkhwa and Baluchistan with lifesaving assistance. CIP is working in collaboration with the Government of Pakistan, National, Provincial and District Disaster Management authorities (NDMA, PDMA and DDMAs) to preposition itself to respond to any major humanitarian emergency that may occur.

We reaffirmed our commitment to ratifying C190 and developed a policy ask that highlights the issues of Gender Based Violence in the world of work with reference to Pakistan's current context cognizant of COVID-19 repercussions. Our work on gender has been geared towards the provision of safer and dignified working spaces for women and men by hosting national level consultations with policymakers.

CIP's Ignite Project supporting the Government's National Financial Inclusion Strategy to enhance formal financial access especially among the young population in the country. As E-commerce markets are ever expanding, the project's entrepreneurs were enrolled in digital business capacity enhancement trainings while building market linkages to support their growth.

We anticipate that work on climate change and youth is vital for us moving forward. To support the Government of Pakistan's climate agenda, CIP is training young climate conscious female entrepreneurs in local universities to bring innovative green solutions for the country.

Our vision for the year 2022 focuses on realigning our strategy for the next five years based on the real needs on the ground by including the most marginalized and hard to reach communities. We will continue to work closely with our diverse partners to create a long lasting impact on the lives of the most disadvantage groups and right holders.

On behalf of CIP, I would like to thank government departments, donors, communities and our implementing partners for their continued support. Lastly, I would like to acknowledge the tremendous efforts of CIP's country office team who were instrumental in the success of our projects.

Adil Sheraz

Country Director
CARE International in Pakistan

2021 Outreach

2,593,774

Total Beneficiaries

471,479

Direct Female Beneficiaries

1,165,324

Direct Male Beneficiaries

501,847

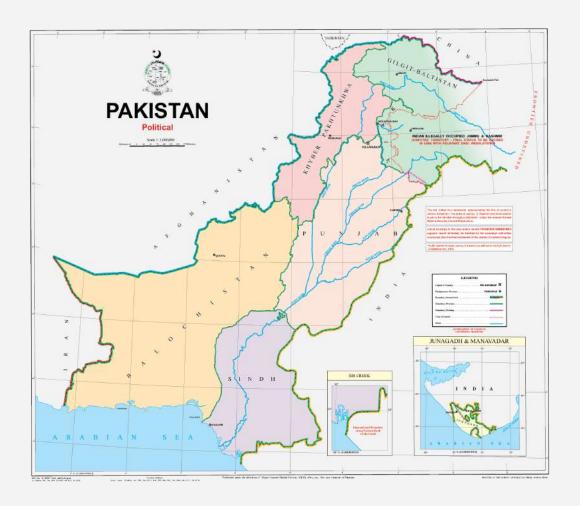
Direct Girl Beneficiaries

455,124

Direct Boy Beneficiaries

All Figures are as of November, 2021

Geographic Coverage



Punjab

- 1. Multan 2. Lahore 3. Faisalabad 4. Gujranwala 5. Rawalpindi
- 6. Muzaffargarh 7. Hafizabad

Khyber Pakhtunkhwa

1. Swat 2. Mansehra 3. Abbottabad 4. Bannu 5. North Waziristan 6. Peshawar

Sindh

1. Karachi 2. Jacobabad 3. Ghotki 4. Khairpur 5. Hyderabad 6. Mirpurkhas

Baluchistan

1. Quetta 2. Pishin 3. Sibi 4. Harnai

CARE INACTION

Humanitarian/Emergency Response

COVID-19 RESPONSE

COVID-19 Response Strengthening Government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 across Pakistan in Punjab, Sindh Balochistan, and Khyber Pakhtunkhwa (Funded by ECHO, 2020 – 2022)

CIP lead the ECHO funded consortium of INGOs while having implementation partners on the COVID-19 response. CIP provided technical support including monitoring and accountability to consortium partners (INGOs and national NGOs) for effective implementation of service delivery.

The key activities included provision of medical equipment supplies and Personal Protection Equipment (PPE) kits to health facilities, installation of hand washing stations in various hospitals, capacity strengthening of front line health staff and communities on COVID-19 prevention measures at District and Tehsil Headquarters.

A total of 21,852,782 people reached through Facebook Social Behavioral Change Communication campaign. A special focus was on large scale community sensitization and awareness raising, under which 1,235,394 individuals were reached through local radio public service messaging.





COVID-19 Infection, Prevention and Control (IPC) trainings in Abbottabad, Pakistan



COVID-19 PPE kits distributed to hospitals in Peshawar, Pakistan



COVID-19 awareness banners placed outside hospitals in Swat, Pakistan



COVID-19 Rickshaw awareness campaigns run in different cities of Pakistan

COVID-19 Response Strengthening Government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 in Quetta, Swat and Abbottabad Pakistan (Funded by CARE International Pooled Fund, 2021)

CIP implemented the project in Quetta, Abbottabad and Swat. The prime activities comprised of strengthening health facilities by providing equipment supplies, PPE kits, training front line health staff and communities on infection prevention measures, holding community sensitization sessions, rehabilitation of water supply schemes and installation of hand washing stations in hospitals and educational institutes.



Handwashing stations installed in educational institutes



COVID-19 medical equipment distributed in hospitals

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Humanitarian/Emergency Response

HEAT WAVE RESPONSE



Temporary Cooling Facility set up in Sibi, Balochistan

Disaster Risk Financing (DRF) - Heat Wave Response (Funded by Start Network, 2021)

CIP implemented heat wave response in Sindh (Jacobabad), Baluchistan (Sibi) and Punjab (Multan). Provided Emergency Heat Wave Kits to **842** daily wagers. Conducted awareness raising sessions on preventive measures in communities as part of the disaster risk reduction and resilience building component of the project



Emergency Heat Wave Kit distibutions in Jacobabad, Sindh



Rickshaw Heat Wave awareness campaigns in communities

Humanitarian/Emergency Response

COLD WAVE RESPONSE

Cold Wave response in Pishin, Baluchistan (Funded by CARE International Emergency Response Fund, 2021)

CIP partnered with Shahid Afridi Foundation, identified and distributed **290** winterization kits among the struggling families to combat the effects of harsh weather, which directly benefitted **2,175** peoples including **1,188** men and **987** women in Union Council Walma and Gez in District Pishin, Baluchistan.

Cold Wave response in Bannu, Khyber Pakhtunkhwa (Funded by Latter Day Saint Charities (LDSC), 2021)

Provided winterization kits to **204** deserving families in Bannu district of Khyber Pakhtunkhwa. The lifesaving assistance benefited **1,734** individuals including **399** men, **359** women, **561** boys and **415** girls.



Humanitarian/Emergency Response

EARTHQUAKE RESPONSE

An earthquake of magnitude 5.9 occurred on October 7th, 2021, effecting Harnai district, Baluchistan, Pakistan. 11 schools collapsed, 5,000 mud homes were partially damaged and more than 100 homes were completely destroyed. The aftermath left thousands of people homeless.

CIP responded to the emergency by providing the following

- 50 Emergency Shelter (Tents and Tarpaulin plastic sheet) were distributed among affected households
- 150 Non Food Item (NFI) kits with a combination of summer and winter items
- 100 Food baskets to earthquake affected households considering the nutritional needs of pregnant and lactating women and children
- 100 Food baskets to earthquake affected households considering the nutritional needs of pregnant and lactating women and children
- 50 Temporary toilets to affected households with focus on need and women and girls
- 50 emergency pit latrine kits were distributed and installed



WASH

WADAANA Project (Funded by Bureau of Humanitarian Assistance, USAID 2019 – 2021)

The project activities were achieved through WASH committees which comprised of women groups. Trained Village committees on operation and management of water supply schemes, hygiene promotion and preventive measures for water borne diseases.

- Rehabilitation of 3 Water Supply Schemes
- Formation and Capacity Building of 3 WASH Committees
- Construction of 140 latrines
- Distribution of 1,650 Hygiene/Dignity Kits
- 200 Health & Hygiene awareness sessions conducted
- 1 Information Education Communication Radio campaign



Rehabilitation of irrigation channels in district North Waziristan



Hygiene awareness sessions in district Abbottabad

COVID-19 Response Strengthening Government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 across Pakistan in Punjab, Sindh Balochistan, and Khyber Pakhtunkhwa (Funded by ECHO, 2020 – 2022)

The ECHO HIP project was implemented by CIP in the target districts of Mansehra, Abbottabad, Swat and Peshawar in Khyber Pakhtunkhwa and Lahore in Punjab.

- Soaps distributed in communities
- Awareness raising sessions on (Hygiene, health, nutrition and C19) conducted
- 30 soap and sanitizer making trainings completed
- Rehabilitation and installation of 30 sanitation facilities
- Installation of 60 paddle operated handwashing stations
- 15 sanitary workers training sessions on IPC completed at health facilities
- 15 WASH IPC kits distributed to health facilities

WASH



Soap making trainings in Mansehra, Pakistan

CARE International Internal Funding (July 2021 to Jan 2022)

The project is being implemented in three districts of Quetta in Baluchistan, Swat and Abbotabad in Khyber Pakhtunkhwa. The objective was to reduce the mortality and morbidity through WASH-IPC (Infection, Prevention & Control) in health facilities and the catchment population.

- Rehabilitation and installation of 6 water supply schemes at health facilities
- Renovation of 12 Vaccination Centers
- 30 handwashing stations installed at educational institutions
- Vaccination advocacy, awareness and registration campaign completed in target districts
- Hygiene promotion, COVID-19 prevention & vaccination awareness sessions at educational institutions
- Capacity building of Frontline health workers on Infection Prevention & Control (IPC)
- 600 awareness raising sessions at the community level
- 3 Sanitary workers trainings sessions on IPC at health facilities







WASH



Drinking water resources developed in North Waziristan



Paddle based handwashing stations installed in hospitals in Abbottabad



Soap distributions in Abbottabad

Livelihoods/Food Security

CIP is implementing a project under PHPF funding "Emergency Food Security Assistance to COVID-19 Affected Population in Barshore Tehsil, District Pishin, Baluchistan", with the financial support of UN-OCHA. CIP has provided support to **2,480** vulnerable families of tehsil Barshore district Pishin.

- Goats were distributed to 450 vulnerable families
- Poultry birds to 1,380 families
- Kitchen gardening kits to 150 families
- Mott grass to 500 vulnerable families

WADAANA Project (Funded by Bureau of Humanitarian Assistance, USAID 2019 – 2021)

The project benefited **73,830 (21,910 women, 19,185 men, 17,032 girls and 15,703 boys)** in Mirali and Miran Shah tehsils of North Waziristan tribal district through lifesaving humanitarian assistance.

Distribution of 1,390 poultry kits 675 Kitchen Gardening (KG) kits Rehabilitation of 5 irrigation channels

CIP team engaged women groups by formation of committees which were directly involved in project activities through the monitoring of interventions, decision making for site selection for distributions, arranging capacity building training sessions for beneficiaries on poultry, kitchen gardening and irrigation channels.



Monitoring visit of Backyard Poultry beneficiaries in district North Waziristan



High yield Milking Goats distributed in District Pishin, Baluchistan

Livelihoods/Food Security



Families provided with goats in Pishin, Balochistan



Kitchen Gardening Kits distributed in Pishin, Balochistan

COVID-19 Response in Pishin, Baluchistan (Funded by PHPF, UNOCHA 2021)

CIP implemented a Food and Security project which benefitted **50,000** beneficiaries and provided **1,340** poultry kits, **450** goat packages, **150** kitchen gardening kits, livestock/Mott grass cutting to **500** households.

Nearly **500** Marlas of land was cultivated with drought resistant hybrid seeds while Mott Grass fodder was provided to ensure food security to livestock which was one of the key assets of the target population. **450** Marlas of land was cultivated as kitchen gardens with provision of drought resistant high yielding hybrid seeds that increased food security, reduced risk of malnutrition and became a source of income for vulnerable households.



Poultry package distribution in North Waziristan

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Financial Inclusion and Economic Empowerment



CARE Ignite Project (Funded by Mastercard Center for Inclusive Growth, 2019 - 2022)

CIP and Mastercard launched the 'Ignite' program during a ceremony presided by Dr. Sania Nishtar, Special Assistant to the Prime Minister, in Islamabad on September 8, 2021. Dr. Sania Nishtar appreciated the efforts of CARE International in Pakistan, Mastercard Center for Inclusive Growth and project partners on their synergistic efforts to focus on women economic empowerment and financial literacy. The event was attended by more than 120 government officials, development sector representatives, donors, microfinance providers amongst others.

Financial Product Adaptation

Design workshops to ideate adaptations of the loan product commenced in June, 2021. The aim was to explore enhanced marketing approaches, increased loan sizes and group lending mechanisms for women with larger loan sizes in a cross-guarantees mechanism, as well as lower guarantor requirements for women borrowers across the board for all loan products.

The enhanced product portfolio is now available for entrepreneurs through branches in the project districts and will also be available through the digital lending application. Loans have reached **4,058** entrepreneurs **2,985** men and **1,073** women.

Financial Inclusion and Economic Empowerment



Wrap Around Services

CIP has registered **1,805** entreprenuers (**896** women and **909** men) as part of the capacity development program 1 (CD1), the component entails face to face training on Business Planning & Management, Financial Literacy & Management, Digitalization and Entrepreneurial Excellence. CD1 is spread across approximately 30 hours over a period of 2 months. This is followed by capacity development program 2 (CD2), which includes mentoring sessions and linkages spread across 4 hours per group over 4 months following completion of CD1.



A digital learning management portal and android based App has also been developed. The learning portal provide opportunity to strivers to learn and adopt on their own pace during both CD1 and CD2. Learning portal may be access at the below link: www.digiedt.com and may be downloaded from "PlayStore".

- "Micro and small enterprise District Forums" are created in all project districts
- A series of capacity development workshops)
 for the 7-District Trainers were organized
- 370,000 entreprenuers reached through SMS messaging campaign

Financial Inclusion and Economic Empowerment

Experience Sharing Workshops

Experience sharing and learning workshops organized in district Faisalabad, Multan, Gujranwala, Hyderabad and Karachi. This forum provides the opportunity to share insights which are useful to keep the course of action aligned.



Business Exposure Visits

3-day exposure visit for 30 entreprenuers from the project districts was organized in district Multan. Strivers visited power looms, textile units and local embroidery/stitching units. Strivers also visited the wholesale markets and develop their linkages to buy and sell their products. Strivers purchased goods worth of more than PKR 250k and also shared learnings and established connections amongst each other.



CIP has designed a large-scale aspirational campaign named 'Karo Tabeer' (Build Your Dream) focused on addressing social norms barriers that women face as entrepreneurs. Key messages include; how to access financial services, skills-building and networking opportunities, and why women should be perceived as entrepreneurs and decision-makers. Activities kicked-off in June 2021 which reached out to more than **1,016,760** men and women.

Health



Medical equipment handed over to District Hospitals in presence of Deputy Commissioner Abbotabad

COVID-19 response Strengthening government sector health system and providing immediate emergency response to curtail outbreak of COVID-19 across Pakistan in Punjab, Sindh Balochistan, and Khyber Pakhtunkhwa (Funded by ECHO 2020 – 2021)

The key activities under the project included the following.

- Rehabilitation/installation of inclusive sanitation facilities and their maintenance in designated health centers (including hand washing facilities, latrines)
- Distribution of inclusive IEC toolkits to health centers and public spaces/Interactive billboards, screens provided in waiting areas for hospitals
- Procurement and supply of health package according to needs specified by the health facilities DHQ and
 THQ
- Procurement and supply of medical masks, gowns, gloves and eye protection
- Renovation/rehabilitation of existing health facilities (in coordination with government authorities) to ensure isolation centers are available
- Setting up of online/telephone health services
- Enhancing testing capacity in different locations through supporting existing government facilities
- Provision of psychosocial support online in identified locations, including case management and referrals

Health



Medical equipment distribution in district Mansehra



Medical equipment distribution in district Peshawar

CARE International Internal Funding (July 2021 to Jan 2022)

The key activities under the project included the following.

- Provision of PPEs kits to 12 health facilities and vaccination centers
- 12 public sector vaccination centers established/improved to provide safe and easy access to population to get vaccinated
- Provision of medical equipment to 9 health facilities
- 1 Oxygen Gas in a tertiary health case set up to ensure uninterrupted supply of oxygen to HDU/Isolation ward of the province



Mental Health and Psychosocial Support Helpline



LED TV installed in a hospital in Swat for COVID-19
Awareness materials

Climate Change

WADAANA Project (Funded by Bureau of Humanitarian Assistance, USAID 2019 – 2021)

As part of climate resilience, CIP established kitchen gardens and provided climate resilient hybrid seeds for enhanced production of the vegetables as well as rehabilitated irrigation channels in order to reduce the wastage of water from these channels which helped in saving consumption of extra water through improved irrigation channels. Resultantly farming lands observed adequate amount of water due to the rehabilitation and managed excessive crops during the project course.



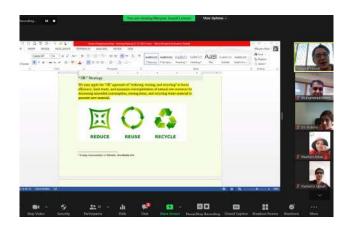


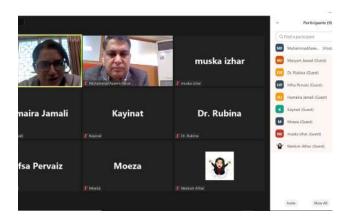
Rehabilitation of irrigation channels in North Waziristan

Spinach grown from climate resilient hybrid seeds

Climate Conscious Entrepreneurship Training Program for University-Based Female Students in Pakistan (Funded by Canadian Fund for Local Initiatives, 2021 - 2022)

CIP with the support of Canadian Fund for Local Initiatives (CFLI) initiated a training program on "Climate Conscious Entrepreneurship" for climate conscious University-Based Female Students in Pakistan. A total of **120** students are being trained in provincial capitals and federal capital regarding green entrepreneurship, in which they will be educated on the concept of environmental management, eco-friendliness, business model development, and elevator pitching.





Gender Empowerment

Work & Opportunities for Women: Better Cotton Initiative

In February 2021, CIP organized a training with the objective of building the capacity in integrating gender in implementation partners existing programs. Both CIP and CARE UK provided the technical assistance and guidance in finalizing the Action Plans through online meetings. The learning was cascaded to **33,571** women farm workers and **17,631** men farm workers. The training/sessions conducted inculcated the recognition of the role and contributions of women farmers and workers in cotton farming.

Awareness Session with Crescent Bahuman Limited (CBL) Management and Staff

Awareness session organized by National Commission on the Status of Women (NCSW) and CIP in Crescent Bahuman Limited (CBL) a Garment Factory in District Hafizabad on 28th January 2021. It was participated by **36** staff members of CBL belonging to the Senior leadership from HR, People & Culture, mid-level management, the Levis team, factory women workers, representatives from Sustainability Strategy, Operations and Transparency. The purpose of this session was to advocate for the adoption of the anti-sexual harassment policy and constitute a 3 member enquiry committee to deal with cases of sexual harassment.

CIP as part of its support to CBL conducted a qualitative and quantitative assessment around 135 workers participated and gave input to improving working conditions.

Policy Brief for the Ratification of C-190

A policy brief for relevance and need to ratify the C-190 has been developed. The policy brief highlights the issues of GBV in the world of work with reference to the Pakistan current situation and context in the light of COVID-19. The policy brief has accounted for safety issues in the workplaces for men and women both in the formal and informal context. The policy brief has documented the key findings of the stakeholders' consultation at the provincial levels the brief has includes recommendations for the implementation of C-190. The brief will be presented to the policy makers including: parliamentarians, relevant cabinet members, Employers' Federation of Pakistan and Chamber of Commerce and Industry.

Training on gender in Emergencies

CIP has been working jointly with National Disaster Management Authority on Gender in emergencies since 2017. As part of this engagement CIP has provided the following support

- Sessions on building an understanding on the importance and how gender can be integrated in humanitarian crisis
- Providing practical knowledge and practice exercises on conducting a gender analysis to inform programs and implementation
- To create an in-depth understanding on mitigating vulnerabilities and risks related to gender and protection.
- Developing a training manual on gender in emergencies for NDMA
- Conducting a 3 days training on gender, equity and diversity, gender and gbv in emergencies



Gender Empowerment

Khyber Pakhtunkhwa (KPK) Consultation on Safer Workplaces for Citizens

The KPK consultation was organized on 16th February 2021 in Peshawar to build consensus and support for creating safer workplaces through awareness raising and implementation of C-190. **75** delegates attended and supported the ratification of C-190. The convention provided guidance for a safe working environment for both men and women, which empowers women and who are then encouraged to join the workforce.

16 Days of Activism

16 Days of Activism on Ending Violence Against Women campaign was organized by National Commission on the Status of Women (NCSW) with the support of CIP in collaboration with the Punjab Commission on the Status of Women (PCSW) and the Punjab Women Development Department. A diverse group of **350** participants attended the event.



National Working Women's Day

CIP, National Commission on the Status of Women and Election Commission of Pakistan jointly celebrated the National Working Women's Day by organizing a National Stakeholders Consultation on Creating Safer Workplaces for Citizens of Pakistan. **152** Key dignitaries and stakeholders from government, parliament, workers' federations, national, international organizations and donors attended the consultation. CIP has been facilitating and supporting the Government of Pakistan to play its role in promoting and implementing the International Labor Organization (ILO) Convention C-190.



Community Voices



"It is said that this is a man's world and it's a common thought that a woman cannot do business, but I overcame this barrier and proved myself by running a business."

Hina Sadaf Butt -Trainee of Mastercard funded CARE Ignite Project

"There was a huge need for COVID-19 protective equipment for health workers, and to see CARE stepping up to help us was incredibly inspiring" "

Momina Ali Frontline Health Worker Beneficiary of ECHO HIP Project



Community Voices





"Because I raise the birds in my backyard, I am in a position now to add eggs to our food plate and allow my children to grow well with adequate protein intake."

Bashkamora Poultry Beneficiary of WADAANA Project

"I am able to earn a living from making soaps and support my household, this has been a lifechanging training for me"

Kalsoom Soap making Trainee of ECHO HIP Project





Donor Diversity

Donor Diversity - Based on Expenses for January - December 2021



Donor Name Abbreviations

- Office for Disaster Assistance (OFDA) WADAANA (Prosperity) Project (**Note**): **OFDA** is now called **Bureau for Humanitarian Assistance (BHA) The United States Agency for International Development (USAID)**
- · CARE USA (CUSA) (Note): Donated by Lighter than Air (LTA) Research and Exploration
- Tiffany & Co
- Latter-day Saint Charities (LDSC)
- Mastercard
- Pakistan Humanitarian Pooled Fund (PHPF) United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA)
- International Center for Research on Women (ICRW)
- Canada Fund for Local Initiatives (CFLI), Government of Canada
- CARE International (CI) Emergency Response Fund
- CARE UK Better Cotton Initiative (BCI)
- CARE UK Start Fund Network
- CARE UK Department for International Development (DFID) (Note): DFID is now called Foreign, Commonwealth & Development Office (FCDO)
- European Civil Protection and Humanitarian Aid Operations (ECHO) Humanitarian Implementation Plan (HIP)





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